

Privacy Policy

Your privacy is important to us and we are committed to protecting your information. This Privacy Policy explains how information is collected and used by ArborBridge, Inc. ("ArborBridge" "we," or "us"). This Privacy Policy applies to the visitors of all ArborBridge, Inc websites ("Websites"; "arborbridge.com"; "tutordock.com" and all subdomains) and the customers ("Members") of ArborBridge's services ("Service," and "Services").

Note To International Users

ArborBridge is hosted in the United States. If you are a Member accessing ArborBridge from the European Union, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure, that differ from United States laws, please be advised that through your continued use of Websites, which is governed by U.S. law, this Privacy Policy, and ArborBridge's Terms of Service, you are transferring your personal information to the United States, and you consent to that transfer.

Information That ArborBridge Collects

Information you voluntarily provide to us

When you sign up for and use the Services, send us an email, consult with our customer service team, post on our blog, or communicate with us in any way, you are voluntarily giving us information that we collect. That information may include your name, physical address, email address, IP address, phone number, and credit card information. By giving us this information, you consent to this information being collected, used, disclosed, transferred to the United States and stored by us, as described in this Privacy Policy.

Information you enter on the platform

When you add information on the platform we have and may access the data in your account in order to provide you with customer support. This information includes parent and student information, notes, emails, and any other information you may save within your account. We understand that the data you send to us is confidential

and treat it as such. Access is restricted to certain ArborBridge staff members to provide support and develop our Services.

Information we collect automatically

When you use our Services or browse our Website, we may collect information about your visit to our Website, your usage of the Services, and your web browsing. That information may include your IP address, your operating system, your browser ID, your browsing activity, and other information about how you interacted with our Websites. We may collect this information as a part of log files as well as through the use of cookies or other tracking technologies. Our use of cookies is discussed more below.

Information from your use of the Service

We may receive information about how and when you use the Services, store it in log files or other types of files associated with your account, and link it to other information we collect about you. This information may include, for example, your IP address, time, date, browser used, and actions you have taken within the application. This type of information helps us to improve our Services and provide you with customer support.

Cookies and tracking

A cookie is a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a web site's computers and stored on your computer's hard drive.

We and our partners may use various technologies to collect and store information when you use our Services, and this may include using cookies and similar tracking technologies on our Website, such as pixels and web beacons, to store your preferences, keep you logged in, analyze trends, administer the system, track users' movements around the system, and gather demographic information about our user base as a whole. We partner with third parties to provide additional services through ArborBridge. These third-party partners may use cookies in order to deliver their services to you.

You may elect to remove or block cookies within your web browser, however this may affect your ability to use all features of the System and services of our third-party partners.

Web beacons

We use web beacons on our Website and in our emails. When we send emails to Members, we may track behavior such as who opened the emails and who clicked the links. This allows us to measure the performance of our email campaigns and to improve our features for specific segments of Members. To do this, we include single pixel gifs, also called web beacons, in emails we send. Web beacons allow us to collect information about when you open the email, your IP address, your browser or email client type, and other similar details. We also include Web Beacons in the Broadcast and Invoice emails we deliver for you. We use the data from those Web Beacons to create reports about how your email campaign performed and what actions your recipients took.

How ArborBridge Uses Information

We may use and disclose Personal Information only for the following purposes:

- **To improve our Services.** We use both your personally identifiable information and certain non-personally-identifiable information (such as anonymous end-user usage data, cookies, IP addresses, browser type, clickstream data, etc.) to improve the quality and design of Websites or the Services and to create new features, promotions, functionality, and Services by storing, tracking, and analyzing our users' preferences and trends.
- **To promote use of our Services to you and others.** For example, if we collect your Personal Information when you visit our Website and do not sign up for our Services, we may send you an email inviting you to sign up. If you use any of our Services and we think you might benefit from using another Service we offer, we may send you an email about that. You can stop receiving our promotional emails by using the unsubscribe link at the bottom of every email we send. In addition, we may use information we collect in order to advertise our Services to you.
- **To send you informational and promotional content** in accordance with your marketing preferences. You can stop receiving our promotional emails by following the unsubscribe instructions included in every email.
- **To bill and collect money owed to us by our Members.** This includes sending you emails, invoices, receipts, notices of delinquency, and alerting you if we need a different credit card number. We use Stripe for secure credit card

transaction processing, and we send billing information to those third parties to process your subscription and credit card payments.

- **To send you System Alert messages.** For example, we may inform you of temporary or permanent changes to our Services, such as planned outages, new features, version updates, releases, abuse warnings, and changes to our Privacy Policy.
- **To communicate with our Members** about their account and provide customer support.
- **To enforce compliance** with our Terms of Use and applicable law. This may include developing tools and algorithms that help us prevent violations.
- **To protect the rights** and safety of our Members and third parties, as well as our own.
- **To meet legal requirements**, including complying with court orders, valid discovery requests, valid subpoenas, and other appropriate legal mechanisms.
- **To provide information** to representatives and advisors, including attorneys and accountants, to help us comply with legal, accounting, or security requirements.
- **To prosecute and defend** a court, arbitration, or similar legal proceeding.
- **To respond to lawful requests** by public authorities, including to meet national security or law enforcement requirements.
- **To provide suggestions to you.** This includes using tracking technology to identify features within the Service you are not utilizing and educating you on the benefits of the underutilized feature.
- **To transfer your information** in the case of a sale, merger, consolidation, liquidation, reorganization, or acquisition. In that event, any acquirer will be subject to our obligations under this Privacy Policy, including your rights to access and choice. We will notify you of the change either by sending you an email or posting a notice on our Website.

Public Information and Third-Party Websites

- **Social media platforms.** We maintain presences on social media platforms including Facebook, Twitter, and Instagram. Any information, communications, or materials you submit to us via a social media platform is done at your own risk without any expectation of privacy. We cannot control the actions of other users of these platforms or the actions of the platforms themselves. Your interactions with those features and platforms are governed by the privacy policies of the companies that provide them.
- **Blog.** We have a public blog on our Website. Any information you include in a comment on our blog may be read, collected, and used by anyone. If your Personal Information appears on our blogs and you want it removed, contact us at info@arborbridge.com. If we are unable to remove your information, we will tell you why.
- **Links to third-party websites.** Our Websites include links to other websites, whose privacy practices may be different from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Website you visit.

Third Parties

We may disclose Personal Information to the following types of third parties for the purposes described in this policy:

- **Service Providers.** Sometimes, we share your information with our third-party Service Providers, who help us provide and support our Services. For example, if it is necessary to provide you something you have requested, then we may share your and/or your Student's Personal Information for that purpose. The Personal Information shared with our third-party Service Providers is limited to essential information that is required to deliver their Service. Just like with the other third parties we work with, these third-party Service Providers enter into a contract that requires them to use your Personal Information only for the provision of services to us and in a manner that is consistent with this policy. Other examples of Service Providers include payment processors, hosting services and content delivery services.

- **Advertising partners.** We may partner with third party advertising networks and exchanges to manage and serve our advertising on other sites and may share Personal Information with them for this purpose. All third parties with which we share this information are required to use your Personal Information in a manner that is consistent with this policy. We and our third-party partners may use cookies and other tracking technologies, such as pixels and web beacons, to gather information about your activities on our Website and other sites in order to provide you with targeted advertising based on your browsing activities and interests.

Security

Notice of Breach of Security

If a security breach causes an unauthorized intrusion into our system that materially affects you or your Students and Parents, then ArborBridge will notify you as soon as possible and later report the action we took in response.

Safeguarding Your Information

We take reasonable and appropriate measures to protect Personal Information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in the processing and the nature of the Personal Information.

ArborBridge accounts require a username and password to log in. You must keep your username and password secure, and never disclose it to a third party. Because the information in your account is so sensitive, account passwords are encrypted, which means we cannot see your passwords. We cannot resend forgotten passwords either. We will only reset them.

Our credit card processing vendor uses security measures to protect your information both during the transaction and after it is complete. Our vendor is certified as compliant with card association security initiatives, including the Visa Cardholder Information Security and Compliance (CISP), MasterCard® (SDP), and Discovery Information Security and Compliance (DISC). We also perform annual SOC II audits. If you have any questions about the security of your Personal Information, you may contact us at info@arborbridge.com

Data Retention

ArborBridge retains the data of Members at its sole discretion. Members may request the immediate deletion of data by contacting ArborBridge at info@arborbridge.com

User Choices

Access, Correct, Amend, or Delete

We will give an individual access to any Personal Information we hold about them within 30 days of any request for that information. Individuals may request to access, correct, amend, or delete information we hold about them by contacting ArborBridge at info@arborbridge.com. Unless it is prohibited by law, we will remove any Personal Information about an individual, either you or a Parent, Student, or Contact, from our servers at your or their request.

In most cases, Members are able to correct and amend their Personal Information by making the changes within their accounts.

California Privacy

Under California Law, California residents have the right to request in writing from businesses with whom they have an established business relationship, (a) a list of the categories of Personal Information, such as name, email and mailing address and the type of services provided to the customer, that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties' direct marketing purposes and (b) the names and addresses of all such third parties. To request the above information, please contact us via email at info@arborbridge.com

Children's Privacy

The Websites and the Services offerings are not intended for children under 13 years of age, and ArborBridge does not knowingly collect personal information directly from children under the age of 13. This includes browsing the ArborBridge website, creating accounts or using the Services. If ArborBridge learns that it has received any personal information from an individual using our Services or a visitor to Websites who is under the age of 13, then ArborBridge will take appropriate action to delete that information.

Updates and Changes to Privacy Policy

Please note that we reserve the right, at any time, to add to, change, update, or modify this Privacy Policy. We will notify you of any changes by updating this page. If in our reasonable discretion, the changes are material, we will post a notice on our website or send you an email. Information collected will be subject to the Privacy Policy in place at the time of collection.

Contact

If you have general questions about our Privacy Policy and practices or questions about your Personal Data, you may contact us at info@arborbridge.com